

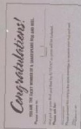
# Here's how it works!

1. On 6/20/97, place the entry box, posters and fishing rod (using the cracked fishing rod holder) in highly visible areas around your store to attract adult smokers' attention.
2. After the original entry pad is used, please attach another pad to the front of the entry box.
3. On or about Sunday, 7/20/97, conduct the random drawing to determine the winner of the Shakespeare Rod and Reel. Invite your Philip Morris Account Representative to attend the drawing.
4. To select a winner, remove the envelope from the inside of the entry box as indicated below:



5. Before drawing the official winner, confirm that all entries are included in the envelope (inside the entry box) and that every entry form is properly completed with signature and date of birth.
6. All entries (official entry forms only) should be thoroughly mixed.
7. The individual conducting the drawing should wear a blindfold for impartiality.
8. The winner does not need to be present to win.
9. The first official entry form drawn which is completely filled out and signed will be the winning entry and should be marked as such immediately. Also, a minimum of three alternate entries should be drawn in case the winner cannot be contacted. Alternate entries should be marked in the order in which they are drawn (i.e., Alternate #1, Alternate #2, etc.) and should be substituted in numerical order, for an unavailable or ineligible winner.

10. Please notify your store's winner on or before 8/1/97 by telephone and confirm by sending the postage-paid postcard enclosed in your newspaper kit.

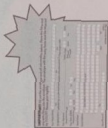


Winner Notification Card

11. The name (and address) of the winner should be clearly printed on the cracked winner's label and attached to the poster as soon as possible after the winner is notified. It should remain posted for thirty days. See diagram A below.



A. Poster and Winner Label



B. Reader Reward Card

12. After drawing the prize winner, be sure to fill out the Reader Reward Card. See diagrams B above. Detach the card and place it inside the envelope with the entry forms.
13. Please include your store's address on the front of the envelope. Seal it and mail it to the address indicated on the pre-addressed, postage-paid envelope.
14. If the rod and reel are not picked up by 8/15/97, the winner will forfeit the prize.
15. If the winner does not pick up the prize by 8/15/97, immediately contact the first alternate by telephone. The first alternate must pick up the rod and reel by 8/25/97 or the prize will be forfeited.